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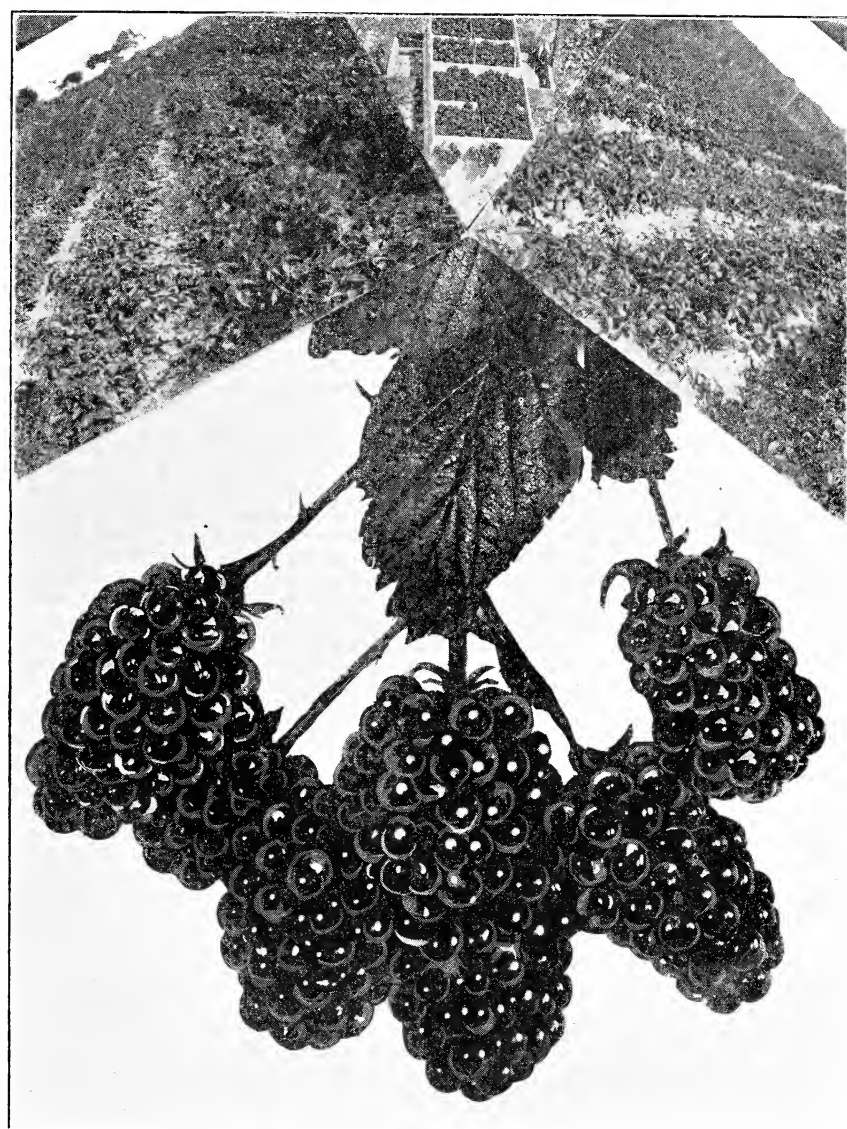


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DAVIDSON

# SMALL FRUITS



THE ALFRED BLACKBERRY

## South Michigan Nursery

GEORGE STROMER

New Buffalo, - Michigan

Growers of High Grade Nursery Stock—100 ACRES

# South Michigan Nursery Stock is Guaranteed to be True to Name and Satisfy

When you place your order with the South Michigan Nursery you are sure of getting exactly what you order; also that your plants will reach you in good growing condition. We guarantee that all our plants are true to name and free from dangerous diseases. We will replace all plants that arrive in poor condition, providing that claim reaches us within five days after arrival.

We are a member of the Michigan Association of Nurserymen.

## We Do Not Substitute

For the last twenty-one years we have been growing strawberry, blackberry, raspberry and other small fruit plants, both for fruit and plants. All our plants made an excellent growth last summer, so we are able to offer the public the finest lot of plants we have ever grown.

We are located in the GREAT FRUIT BELT in Berrien County, Michigan, one and one-half miles from Lake Michigan, and three miles from the Indiana state line.

**REFERENCE.** New Buffalo State Bank, New Buffalo, Michigan, American Railway Express Company, and Postmaster.

**REMITTANCE.** Our terms are cash with order. Or, we will book early orders, if one-third of amount is sent with orders, and balance payable April 1st or before plants are shipped. You may remit by Draft, Post Office Money Order, Express Money Order, Registered Letter, or your personal check. Stamps may be sent for small orders. Never send coin by mail.

**HOW TO ORDER.** Always use the order sheet. Write plainly the amount of each variety wanted, name of each variety and price. (Write your name and address plainly.)

**MENTION HOW YOU WANT GOODS SENT.** Express or Parcel Post. We do not advise shipping live plants by freight.

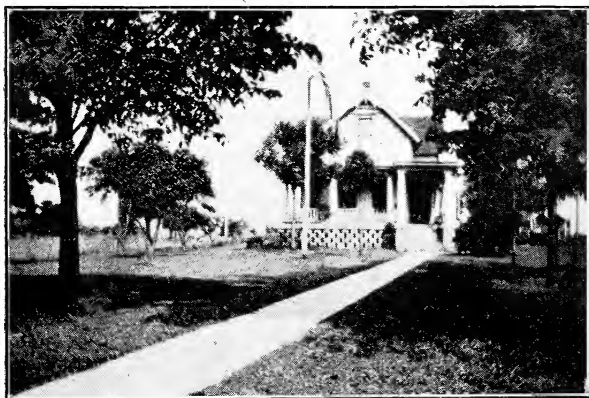
**PARCEL POST SHIPMENTS WILL BE MADE C. O. D. FOR POSTAGE.** That is, you may order your plants to be shipped by parcel post, and pay your postman the postage upon arrival of plants. In that way your plants are automatically insured, **SO, DO NOT SEND MONEY, EXTRA, FOR POSTAGE.**

**OUR PRICES** are F. O. B. New Buffalo, Michigan, unless otherwise specified.

**SHIPPING SEASON.** Begins about March 25 and continues to about May 15, depending upon the weather conditions. We use our own judgment. Always mention the date you want your plants shipped, and we will get them out for you as near as possible to that date. Prompt shipment is our Motto.

**C. O. D. SHIPMENTS.** As a rule we do not make C. O. D. shipments.

**FIVE PER CENT DISCOUNT ON ALL ORDERS BEFORE MARCH FIRST.** This applies to catalog rates.



Home and Office of the SOUTH MICHIGAN NURSERY,  
George Stromer, Proprietor.

## STATE DEPARTMENT OF AGRICULTURE

### CERTIFICATE OF NURSERY INSPECTION NO. 3150.

This is to certify, that I have examined the nursery stock of George Stromer, New Buffalo, Michigan, and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

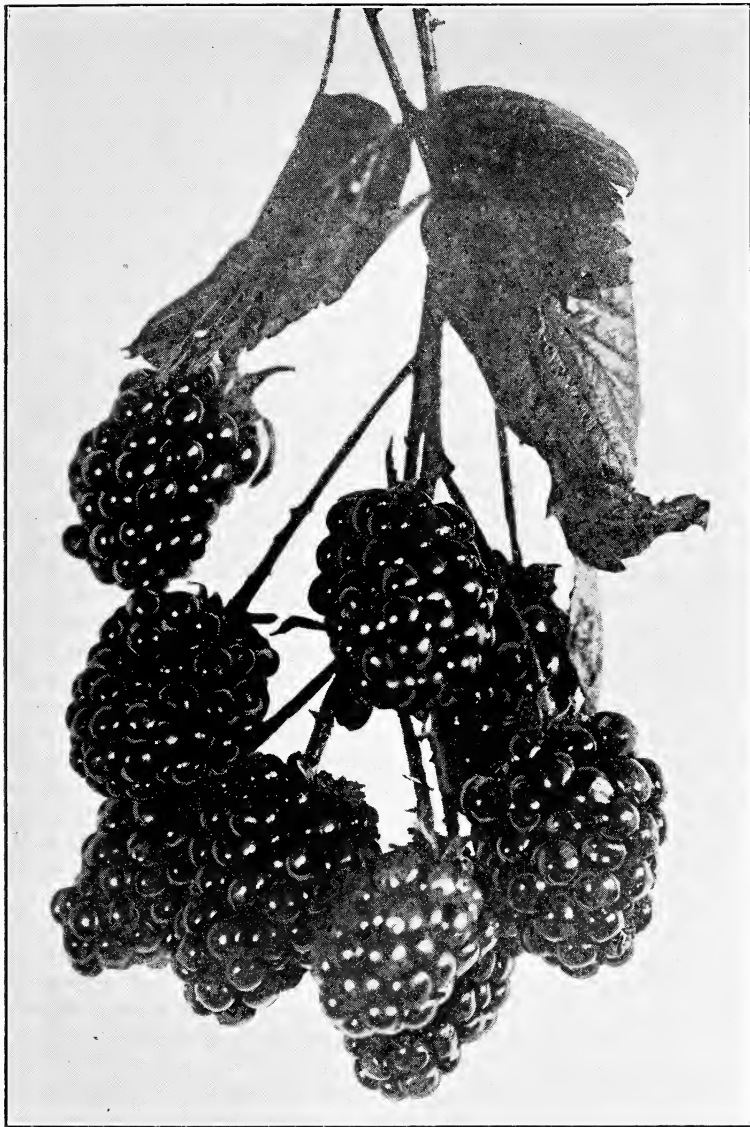
This certificate to be void after July 31, 1925.

**Bureau of Foods and Standards**

**L. R. TAFT,**

**Chief Horticulturist.**

Lansing, Michigan, Oct. 30, 1924.



Actual Photograph of the Wonderful ALFRED Blackberry. (Note the enormous size of these berries on one cluster.)

# Alfred—

## The New Coreless Blackberry

For many years, every Berry Grower, every Nurseryman — in fact everyone at all interested in growing, selling or eating berries, have been patiently waiting, and hoping for a good dependable Blackberry.

Since the passing of the old reliable variety Wilson, many varieties have come and gone. While some of them have given satisfaction in certain localities, not a single one has become a universal favorite. The perfect Blackberry must combine quality, size, flavor, appearance, and productiveness, with hardiness and adaptability to a wide range of soils and climates. Growers everywhere have long wanted a Blackberry possessing those qualities.

### Here it is at Last— THE ALFRED

Lack of space forbids describing in detail the many good points of this variety; however, I wish to call your attention to the outstanding reasons why the ALFRED is superior to all other varieties.

**BEARS SECOND SEASON:** ALFRED is such a healthy, vigorous grower that it produces a good crop of berries the year following planting. It is not unusual to pick 18 to 40 berries from the bush the same year planted.

**IMMENSE SIZE:** The berries are twice as large as Eldorado, Blower, etc. Many of them  $1\frac{1}{2}$  to  $1\frac{3}{4}$  inches long, and the finest flavored of all blackberries. It is one ideal table berry because it is CORELESS, sweet and delicious. It is very small seeded.

**EXTREMELY HARDY:** ALFRED can be grown

anywhere without winter protection, having withstood 30 degrees below zero, and not a single tip of a branch injured, while other varieties were frozen to the ground.

**EARLY SEASON.** This is one big feature of this variety. It ripens a week to ten days earlier than Eldorado and in productiveness it is in a class by itself, covering an unusually long season. We have seen RIPE berries, GREEN berries, and BLOSSOMS on the bushes at the same time, and ALFRED will be bearing when all other varieties are gone. As I watch the ALFRED year after year I am more and more thoroughly convinced that the ALFRED BLACKBERRY WILL HAVE A PROMINENT PLACE IN THE VALUABLE FRUITS HALL OF FAME.

BLACKBERRY plants are different to propagate, and it will be years before there will be a supply of ALFRED plants. Our stock is very limited, and we should not offer them again this season, but it is too good to keep to ourselves. We are going to let a few more out, but not more than 100 to a customer.

Nice large "ROOT CUTTING PLANTS" with fibrous roots.

**Each, \$1.00; Per dozen, \$9.00; Per 25, \$15.00; Per 100, \$40.00.**

Less 5 per cent for cash before March 1st.

# Alfred Blackberries

(Continued)

To the right you see an actual photograph of two specimen ALFREDS. These two berries were found growing on a cluster with two other berries. Not being so full they grew to be better than  $1\frac{1}{2}$  inches long. This is actual size. (We want you to understand that every berry on the bushes will not get to be  $1\frac{1}{2}$  inches long), but a good many will, if you will follow the following instructions. **How to grow  $1\frac{1}{2}$  inch Alfred Blackberries...**

**FIRST.** Be sure to get the GENUINE ALFRED PLANTS.

**SECOND.** Upon arrival of the plants from us, set as soon as possible. If impossible to plant at once, heel them in the ground till you are ready.

**THIRD.** Be sure that the soil where you are going to plant them, is in good condition. **DO NOT PLANT THEM IN WET SOIL.** Well drained soil is the best. Plenty of well rotted manure plowed under, will bring about the best results.

**FOURTH.** Keep them cultivated all summer. Do not let the weeds get in them. This will hinder them from getting their size, and reduce their fruiting capacity.

**FIFTH.** In the fall place a little manure around them, if handy. (This is not necessary.) A little fertilizer in the spring will do just as well.

**SIXTH.** Early in the spring prune the branches back to about 8 or 9 inches and the main stem according to how much growth it made. Do not let it hang over on the ground.

**SEVENTH.** Keep them well cultivated again the second summer, and if the summer is not severely dry you will get berries  $1\frac{1}{2}$  inches long, as I get them every year. **PRUNE OUT THE OLD FRUITING CANES AS SOON AS BERRIES ARE HARVESTED.**



TWO OF THE LARGEST ALFREDS WE COULD FIND.

## How, and Where I Found the Alfred Blackberry

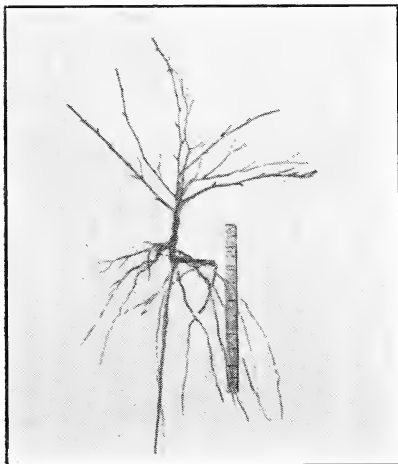
Read the Following Article as it Appeared in The American Fruit Grower Magazine, April, 1924 Issue, Page 20.

**A NEW BLACKBERRY.** By George Stromer. Seven years ago last August, while I was walking along an old abandoned right-of-way, I noticed an unusually large Blackberry bush growing near a former station called ALFRED (This station was merely a junction.) The ripe berries with which it was loaded were extraordinarily large. The following spring I called my discovery to mind, and thinking it might prove worth while, I dug it up from its native soil, and cut the roots so as to make three plants. These were planted in a rich soil where they grew vigorously all summer.

That following winter of 1918 was very severe in Michigan, the native state of the plant, but they withstood the heavy frosts, and 14 degrees below zero. Many young plants sprung up from the roots, the next spring I transplanted these, and cultivated them carefully. Year after year of diligent care I have propagated these plants to such an extent that the fruit is now being supplied to the local market, at a fancy price, and is always in good demand. The average price received per 16 quart case was three dollars. I kept a record of one-half acre of these (one year old canes) and they made a return of \$198.00. The one year old canes that bore this crop were only from 18 to 24 inches tall, while the fruiting canes for next year are from 3 to 4 feet tall with wide spreading branches. Many canes are one inch in diameter, thus promising a much better return for next year.

Last year from this record crop I measured a good many berries that were over one and one-half inches long, and three inches around. Several Nurserymen that have seen this half acre patch in fruiting season, claim that the ALFRED is the largest berry they have ever seen (Look this article up in your APRIL issue of the American Fruit Grower. Page 20).

On our front cover you may also see an actual photograph of the wonderful ALFRED Blackberry. The two inserts on an angle are photographs of our ALFRED plants growing in our nursery. These are all root cutting plants with long fibrous roots. The triangular insertion is a photo of a 16 quart case of the ALFREDS. We picked hundreds of cases of these last summer. (Please note that the cluster on the cover has only 7 berries, thus they are larger. This is actual size.



Showing an ALFRED root cutting plant. A foot rule along side

# About Planting

**DISTANCE OF PLANTING:** For garden culture we advise planting the ALFRED about four feet each way, but for field culture we plant the rows 8 feet apart, and the plants 4 feet apart in the rows. This will give you plenty of room to cultivate them both ways the first year, and the second year, you can cultivate them by going through the rows with an ordinary spring tooth harrow. The ALFRED is such a vigorous grower that you will not be able to cultivate them crosswise the second year, providing the ground is in fairly good condition when you plant them.

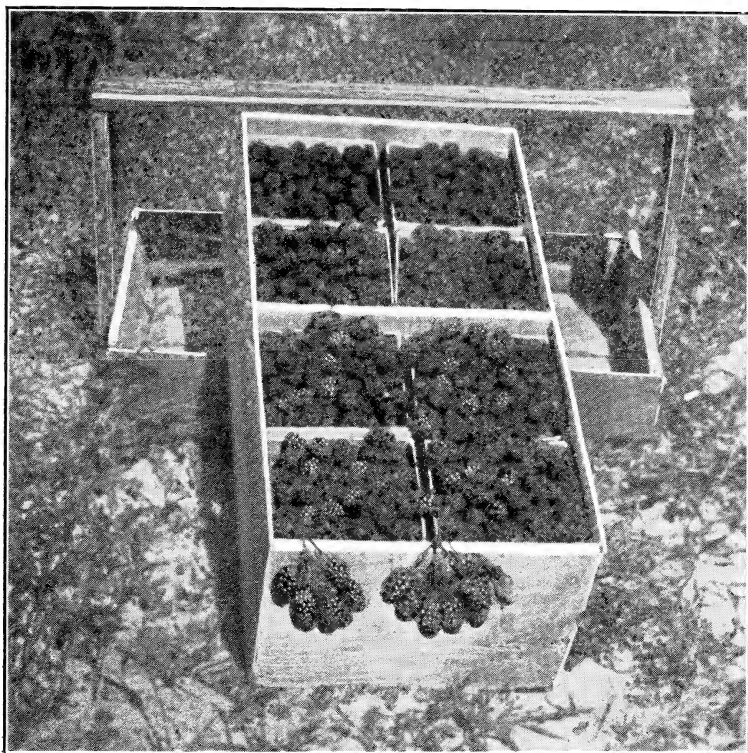


Showing the exact spot where the ALFRED was found.

The two big and profitable features of the ALFRED are: FIRST—they are from a week to ten days

earlier than the ELDORADO, thus you get your berries on the market with the Dewberries, and get the big price.

SECOND: On account of their large size you can demand as much money for them as you can for dewberries, because they are as large, and have a much better appearance, being a very glossy jet black. Most other blackberries and dewberries will turn a copper color, after being picked 24 hours, but this is not so with the ALFRED. They hold up longer than any other variety. If the ALFRED is left to set on the bushes for a day or so after they are ripe, they will be CORELESS. They have been known to set on the bushes for over a week after they were ripe, and not spoil.



Showing a 16-quart case of ALFRED Blackberries just picked.

Orting, Washington,  
Oct. 25, 1924.

Mr. George Stromer,  
New Buffalo, Michigan.

Dear Sir: The Alfred plants arrived in fine shape, and made a fine growth.

Yours very truly,  
Mrs Ruth Wadkins.

## ALFRED BEARS IN CALIFORNIA THE FIRST SEASON THAT IT IS PLANTED.

Riverside, California, September 22, 1924

South Michigan Nursery, New Buffalo, Michigan.

Dear Sirs: Last season I purchased from you one dozen Alfred Blackberry plants and they are doing fine. One bush I picked ten large ripe berries from last Sunday.

Respectfully, E. A. KING.

**REMEMBER:** The Alfred is a bush variety—Not a vine like a Dewberry. You save the expense of posts and wire.





Champion Everbearing. The Best Everbearing Grown.

## The Champion Everbearing Strawberry

Champion, without doubt, is the best everbearing strawberry grown. It is the most prolific of all. When you plant CHAMPION you are certain of success because three months after planting every plant will commence bearing, and continue all through the summer and late in the fall. The runners will commence to bear even before they have taken root.

We grow several acres every year for fruit, and we know what we are talking about. Make sure that you get the GENUINE CHAMPION. Order from us. We obtained our stock direct from the originator. You do not have to cultivate and care for them a whole year for nothing. You begin to harvest the crop three months after you get the plants from us. For instance if you set them out the middle of April they will begin to bear by the middle of July.

### HOW TO GROW CHAMPION EVERBEARING STRAWBERRIES SUCCESSFULLY—

**FIRST.** Get your plants from a nursery who will guarantee them to be GENUINE CHAMPION. (We do that). We also guarantee that every plant will bear in three months or we will refund the full purchase price of the plants.

**SECOND.** Select a piece of well drained soil, that has been well fertilized (stable manure is the best), with a little acid phosphate 16% applied on top before planting. Three hundred pounds to the acre is about right.

**THIRD.** Only one year old plants should be planted. These can be secured from reliable nurserymen. Our plants are all dug from one year old patches. Plant as early in the spring as possible. If the plants arrive before you are ready for planting, the plants should be "Heeled-in" by opening the bunches and placing them in trenches and packing the soil firmly around them. Do not bury them.

**FOURTH.** The plants should be set 2 feet apart in rows, and the rows  $3\frac{1}{2}$  to 4 ft. apart.

**FIFTH.** Cultivation should begin as soon as possible after the plants are set by using a cultivator which does not cut deeply into the soil. Cultivate every ten days, with an oc-



casional hoeing close up to the plants, to keep down the weeds. This also helps to keep the surface soil loose and prevents drying out.

**SIXTH.** Keep all blossoms removed as they appear until about the last of June. Then leave all blossoms set. By this time the plant has had a chance to get firmly set in the soil, and has made a good growth. By all means do not leave the first blossoms set.

## Letters From Some of Our Customers

Covington, Pa., Oct. 13, 1924.

South Michigan Nursery,  
George Stromer,  
New Buffalo, Michigan.

Dear Sir: The Champion Everbearing Strawberries I got from you were the best ever. We are still eating strawberry shortcake after a dozen frosts. Everybody wants some of these berries on account of their excellent flavor. They are the finest fruit we ever had. Will want some more next spring and will advertise them to others. Will you please send me catalog of all your small fruit in the spring? I thank you.

Yours truly,  
J. M. MATTHEWS.

Eau Claire, Wis., Oct. 13, 1924.

South Michigan Nursery,  
New Buffalo, Michigan.

Dear Sir: The Champion Everbearing Strawberries I got from you last spring have been fruiting all summer. I pick off as many as 35 berries from one plant, and of good size. In the summer I had to pick every two days—now it's colder I pick every four days. I like them tip top. I want some more next spring, if nothing will hinder me.



**A Case of CHAMPIONS Picked November 18. (Note the leaves have already fallen from the trees.)**

Yours very truly,  
MRS. O. J. ARNSTAD.

Ballston Lake, N. Y., Oct. 11, 1924.

South Michigan Nursery,  
New Buffalo, Michigan.

Dear Sir: The Champion Everbearing strawberry plants I got from you were the best I ever saw. The 100 plants yielded six quarts a week right along, and are still at it. Please send me your prices on them for spring, early. I am,

Yours very truly,  
HOMER MAC DOWELL.



**Long Rows of Our Champions.**

Covington, Pa., Oct 10, 1924.

Mr. George Stromer,  
South Michigan Nursery,  
New Buffalo, Michigan.

Dear Sir: The 2000 Champion strawberry plants I purchased from you last spring, are wonderful. I let my neighbor have 200. I set out 1800. After they got started to bear I picked from 18 to 48 quarts a week. I believe they are the finest everbearing strawberry I have ever seen—the berry is large and of fine flavor.

Very truly yours,  
LLOYD N. AVERY.

South Michigan Nursery, New Buffalo, Michigan.

Dear Sir: Your Champion strawberries are fine. They bore well and flavor was fine.

EFFIE WALKER RUSSELL.

We could print hundreds of letters similar to those above. Everybody that purchases Champion Everbearing strawberries from us is highly satisfied.

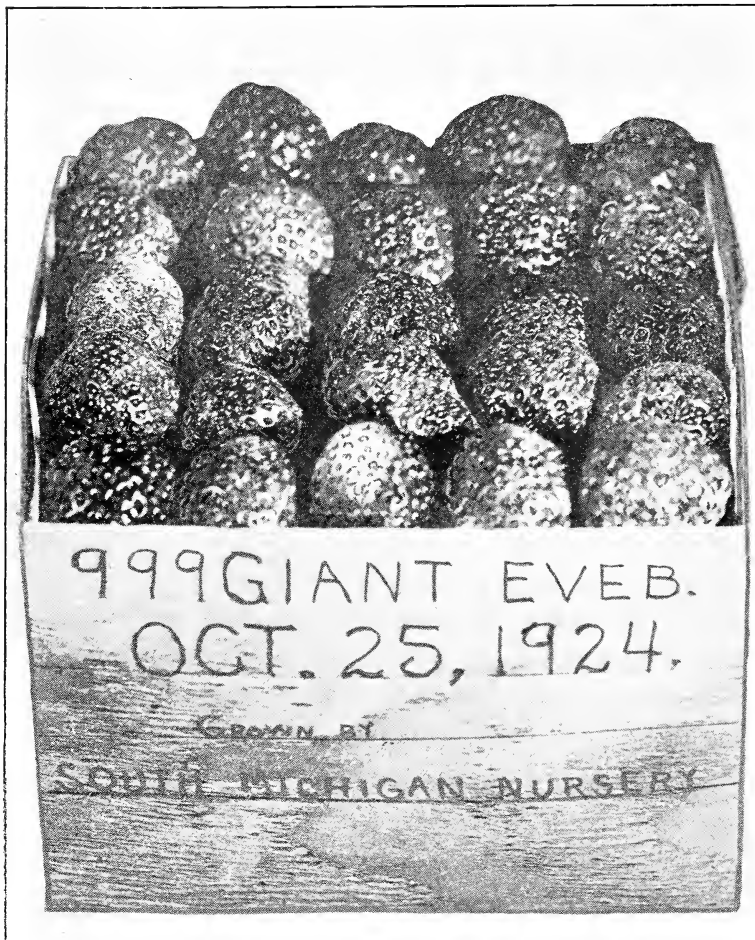
By all means plan to plant some CHAMPIONS this next spring. They are the greatest money making strawberry up to the present time.

## Prices for Champion Strawberry Plants

Prices: Per 25 75c; per 50 \$1.25; per 75 \$1.75; per 100 \$2.25; per 200 \$3.50; per 300 \$4.00; per 400 \$5.00; per 500 \$6.00; per 1000 \$11.00.

Write for prices in quantities over 5,000 plants. We can make you a good price on them. This amount will plant one-half acre.

# 999 Giant Everbearing Strawberry



The 999 Giant Everbearing

One of the new varieties of everbearing strawberries. This is a fine everbearer when planted in the hill system. That is, keep all the runners pulled off. They are the greatest plant maker we ever saw. We recommend this variety for garden culture. They are not a good commercial berry, being rather soft. The flavor, however, is delicious. The color is light red. They are extra large in size, with a small calyx.

Note the size of the berries, and their fine appearance in a quart box. These Giants were picked Oct. 25, after some quite hard frosts. The 999 Giant does not commence to bear quite so young as do the CHAMPION Everbearing, but we believe they are a little larger. I have counted 47 fruit stems on a single plant. This plant was nearly as large as a peck measure. Our prices are far below the originators.

Prices: Per 25 50c;  
per 50 90c; per 100 \$1.50; per 500 \$6.00;  
per 1000 \$10.00.

## Bun Special

This new mid-season variety, was introduced by O. A. D. Baldwin in 1920. We have watched this variety for the last two years and find that the BUN SPECIAL make the largest plants in the fields. The berries are of large, uniform size and very sweet. For close-by markets and canning factories it is just the thing. Bun Special will thrive on both light and heavy soil and produce a large crop of beautiful berries of fine flavor. We believe it is a good drought resister on account of its long and heavy roots. Order a few at these prices.

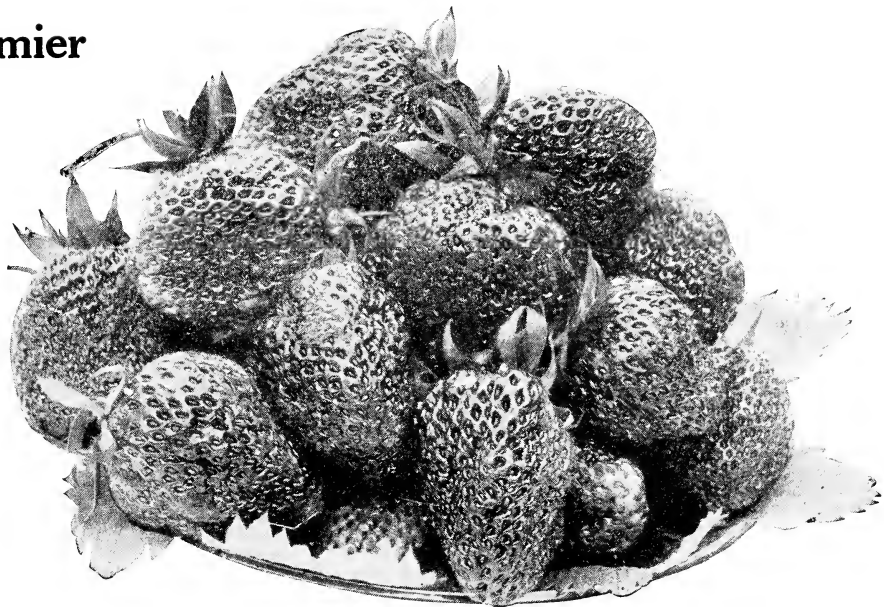
Prices: Per 25 40c; per 50 70c; per 75 \$1.00; per 100 \$1.20; per 200 \$1.85; per 300 \$2.60; per 400 \$3.10; per 1000 \$7.00.

## Wm. Belt

Wm. BELT is a mid-season variety, and a strong, thrifty grower, and seems to be best adapted to the heavier soils. The berries are large, of extra good quality, and fine appearance. The first season the berries are likely to be coxcomb shaped, after that they will be smooth and regular. The Wm. Belt is the best canning berry.

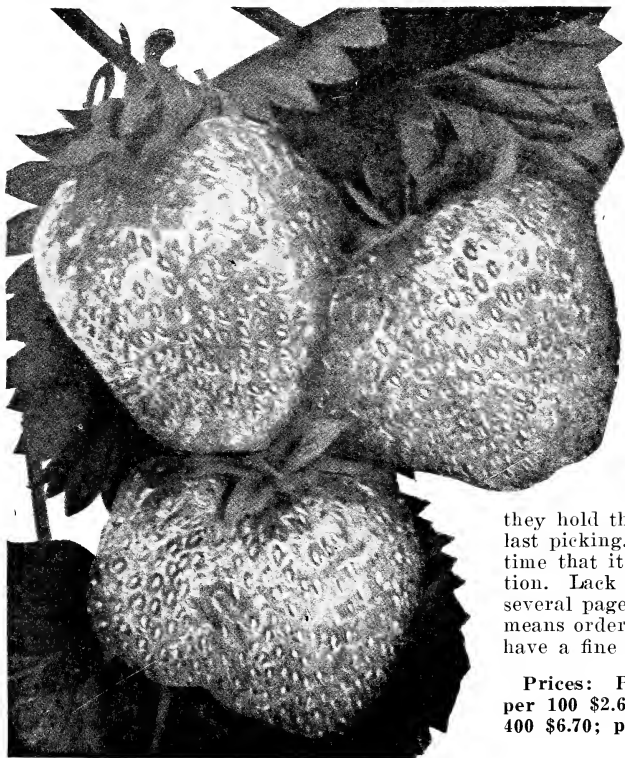
Prices: Per 25 30c; per 50 55c; per 75 80c; per 100 \$1.05; per 200 \$1.60; per 300 \$2.20; per 400 \$2.70; per 500 \$3.25; per 1000 \$6.00.

# Premier



The very best of all berries for early fancy trade. For big, early money, PLANT PREMIER. If you plant PREMIER you will get the first berries on the market. They will be bearing heavily before other varieties begin. Your biggest picking will be when berries are in good demand and are bringing top prices. Premiers will grow anywhere. The plants are sturdy, and long rooted, a good drought resister. The berries are very large, and hold their size to the last picking. Premier is the only early variety that will do this. The flavor cannot be beaten in any variety. Premier is one of the best shippers that grows, on account of its firmness. BE SURE TO INCLUDE SOME WITH YOUR ORDER. Our prices are very reasonable for such a wonderful variety.

Prices: Per 25 40c; per 50 70c;  
per 75 \$1.00; per 100 \$1.20; per  
200 \$1.85; per 300 \$2.60; per 400  
\$3.10; per 1000 \$7.00.



## Cooper

The COOPER is probably the most popular strawberry ever introduced. It was introduced a few years ago by Stevensville Nurseries at Stevensville, Michigan. We obtained our supply from them two years ago. It is a mid-season variety. Ripens with the GIBSON and BUN SPECIAL.

A GREAT PRODUCER: Cooper plants are often a foot tall, and each plant has several fruit stems, loaded with those extra large berries. COOPER will produce more berries than any other variety, and they hold their size wonderfully, right up to the last picking. COOPER is so well known by this time that it does not require a lengthy description. Lack of space prevents us from writing several pages on COOPERS good points. By all means order a few for your garden, at least. We have a fine bunch of plants to offer this spring.

Prices: Per 25 75c; per 50 \$1.40; per 75 \$1.90;  
per 100 \$2.60; per 200 \$4.00; per 300 \$5.50; per  
400 \$6.70; per 1000 \$15.00.

## Pearl—The Latest Strawberry

This variety is the latest of the June bearing varieties. It starts bearing when all other strawberries are practically gone. If you plant this variety you will lengthen your strawberry season. It fills the space between the last June bearing varieties and the everbearing. For example—Plant PREMIER for the earliest, COOPER, EATON or GIBSON for mid-season and PEARL for the very last. Then plant some of the everbearing strawberries, such as CHAMPION and you are sure to have strawberries from June till November. The PEARL is about as firm as the EATON, and a wonderful keeper. Several grocers in Michigan City, Indiana, will buy no other kind of strawberries when they can get the PEARL. There must be a reason. We are offering the sale of these plants at the following prices:

Per 25 50c; per 50 80c; per 75 \$1.20; per 100 \$1.40; per 200 \$2.15; per 300 \$2.95; per 400 \$3.55; per 500 \$4.25; per 1000 \$8.00.

## Delicious

This new mid-season variety is fast becoming a leader because it will thrive on all soils and in all climates.

The berries are very dark red in color, the color going through to the center of the berry. The flavor of the berry named it—DELICIOUS. Delicious is sure a fine canning berry, making a rich, red syrup. For a fine new variety of this sort, our prices are reasonable.

Prices: Per 25 50c; per 50 80c; per 75 \$1.20; per 100 \$1.40; per 200 \$2.15; per 300 \$2.95; per 400 \$3.55; per 1000 \$8.00.

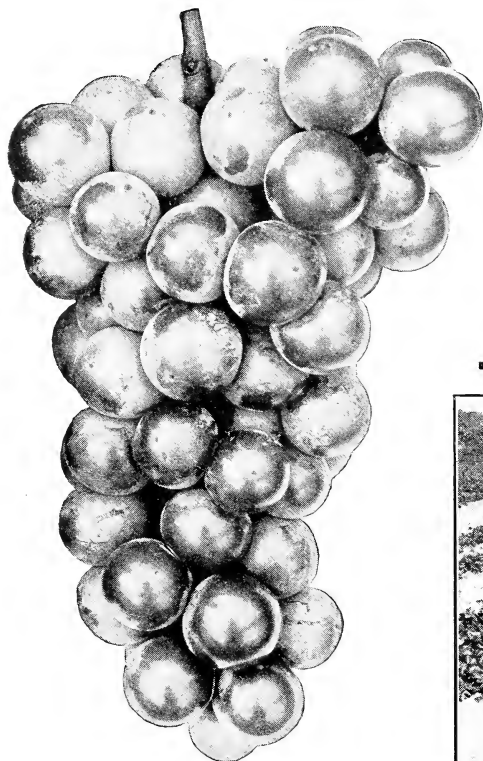
## Concord Grapes

This fine old variety is without exception the most productive and most profitable grape known. Concord is the standard variety. Buyers everywhere know the CONCORD. It is extremely hardy, and adaptable to most all types of soils. The bunches are large and compact. The berries are large, bluish black, sweet and very juicy. It is an all purpose grape.

The vine is a very vigorous grower, with tough leaves; thus it is less liable to be attacked by insects.

One year old plants. Fine rooted.

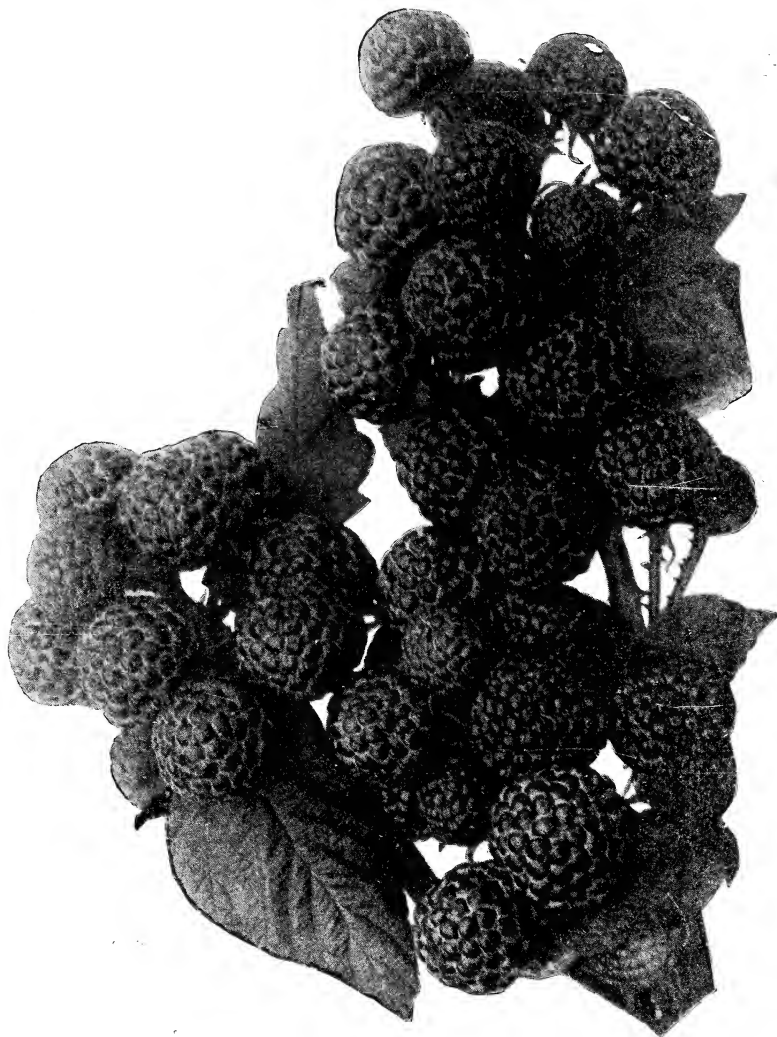
Prices: Per 12 75c; per 100 \$4.00; per 500 \$16.00; per 1000 \$30.00.



Concord Grapes



Field of Premier Strawberries



Honey Sweet Black Raspberry

## Honey Sweet Black Raspberry

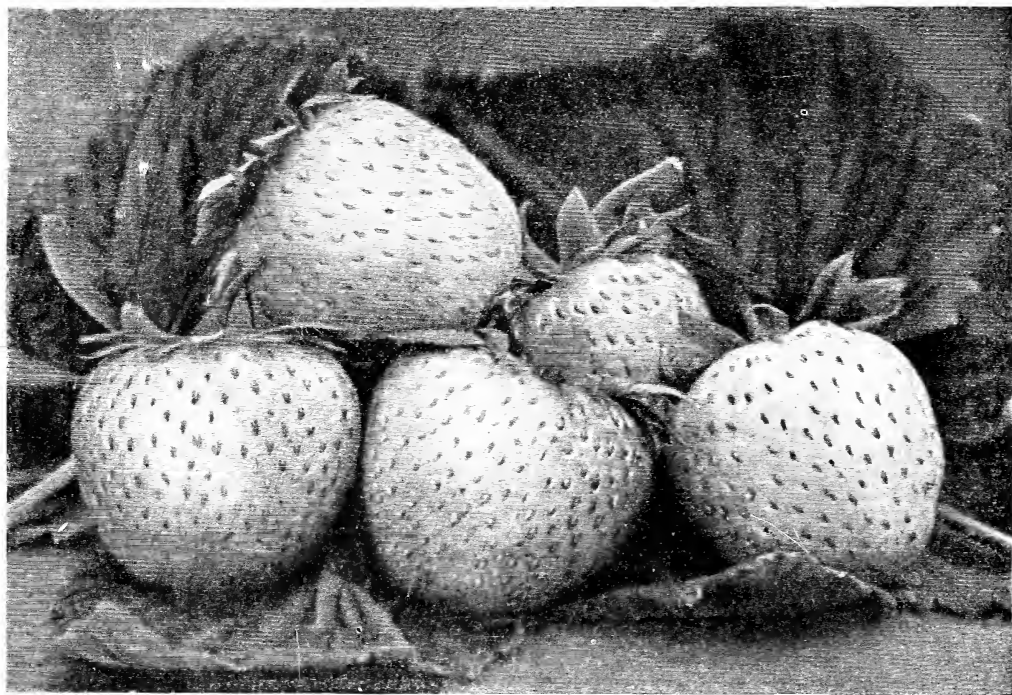
Honey Sweet Black Raspberry is the ideal variety for home use as the flavor is the finest we have known. This variety is the latest addition to the raspberry family. The berry has an unusually fine flavor. Something different from all other raspberries.

The plant is hardy and a vigorous grower. Ripens a few days earlier than Cumberland. Plant at least enough Honey Sweet for home use this year.

Our Honey Sweet plants are large and fine rooted. Prices are as follows:

Per 12 \$1.25; per 25 \$2.00; per 50 \$3.50; per 75 \$5.00; per 100 \$6.90; per 200 \$10.70; per 300 \$14.75; per 400 \$17.80; per 1000 \$40.00.





## Eaton

We can recommend this variety to our customers as one of the most prolific and profitable of all mid-summer varieties. We grew the EATON last year for fruit for the first time. It out-classed all our other varieties. The berries are large, dark red, and very glossy. They are absolutely as firm as the Pearl and that is saying something. A case of EATONS is a most beautiful sight. They are an excellent canning berry.

They grow on long stems that are one complete mass of berries. If you order some EATON you will be satisfied that it is the most productive berry that you have ever grown. If you are planning on setting strawberries for home or distant markets, don't fail to plant EATON.

Order generously at these reasonable prices.

Per 25 40c; per 50 70c; per 75 \$1.00; per 100 \$1.20; per 200 \$1.85; per 300 \$2.60; per 400 \$3.10; per 1000 \$7.00.

## Gibson

### *The Universal Favorite*

This well known variety needs no lengthy description. Year in and year out GIBSON will produce its usual loads of large, dark red berries. The seeds on the GIBSON are light yellow, and green shuck make a beautiful color combination. Gibson is a very vigorous plant. It is the longest rooted variety grown. No other variety will bear as heavy as Gibson. They will send out two and three sets of fruit stems. Include Gibson in your order this spring.

Prices: Per 25 25c; per 50 45c; per 75 65c; per 100 85c; per 200 \$1.35; per 300 \$1.70; per 400 \$2.20; per 1000 \$5.00.

# South Michigan Nursery

## New Buffalo, Michigan